

Abstract

Title:	The Use of online marketing in chosen sports e-shop
Objectives:	The objective of this thesis is to evaluate the use of online marketing in chosen sports e-shop Kolo-park.cz. The objective is to evaluate the use and settings of individual online marketing channels with emphasis on evaluating settings and structure of PPC campaigns. Then recommend suitable settings and structure of individual online marketing channels on the grounds on data analysis and also suggest new strategy of online marketing channels on the basis of framework See-Think-Do-Care,
Methods:	Methods used in this thesis: observation of online marketing area, monitoring and synthesis, analysis of PPC campaigns, analysis of e-mailing campaigns, analysis of commodity comparators settings, SEO analysis and analysis of social media. Next used methods were monitoring and synthesis.
Results:	The result contains recommendation to improve the structure and settings of online marketing channels/tools to achieve better results of Kolo-park.cz online marketing activities. The result is a new created strategy of individual online marketing tools/channels on the basis of framework See-Think-Do-Care. Audience, targeting, relevant content and the way how to measure online marketing activities depending on customer's buying cycle is defined in this strategy. There is also created a new structure for PPC campaigns based on framework See-Think-Do-Care.
Keywords:	PPC, SEO, e-commerce, e-mailing, social media, commodity comparators, Google Ads, Sklik